

| Provision | Section in franchise or other agreement | Summary |
|------------------|---|--|
| w. Choice of law | 20.1(a) of Franchise Agreement; 4.4 of Option Agreement; 10 of Non-Competition Agreement; 13(i) of iShip Subscription Agreement | Option Agreement and iShip Subscription Agreement are subject to California law. Franchise Agreement is subject to California law and federal law for intellectual property issues; Non-Competition Agreement is governed by law of state where franchised Center is located. Where applicable, subject to state-specific law (see FDD <u>Exhibit 5</u>). |

ITEM 18 PUBLIC FIGURES

We do not use any public figure to promote our franchise.

ITEM 19 FINANCIAL PERFORMANCE REPRESENTATIONS

The FTC’s Franchise Rule permits a franchisor to provide information about the actual or potential financial performance of its franchised and/or franchisor-owned outlets, if there is a reasonable basis for the information, and if the information is included in the disclosure document. Financial performance information that differs from that included in Item 19 may be given only if: (1) a franchisor provides the actual records of an existing outlet you are considering buying; or (2) a franchisor supplements the information provided in this Item 19, for example, by providing information about possible performance at a particular location or under particular circumstances.

This historical financial performance representation contains:

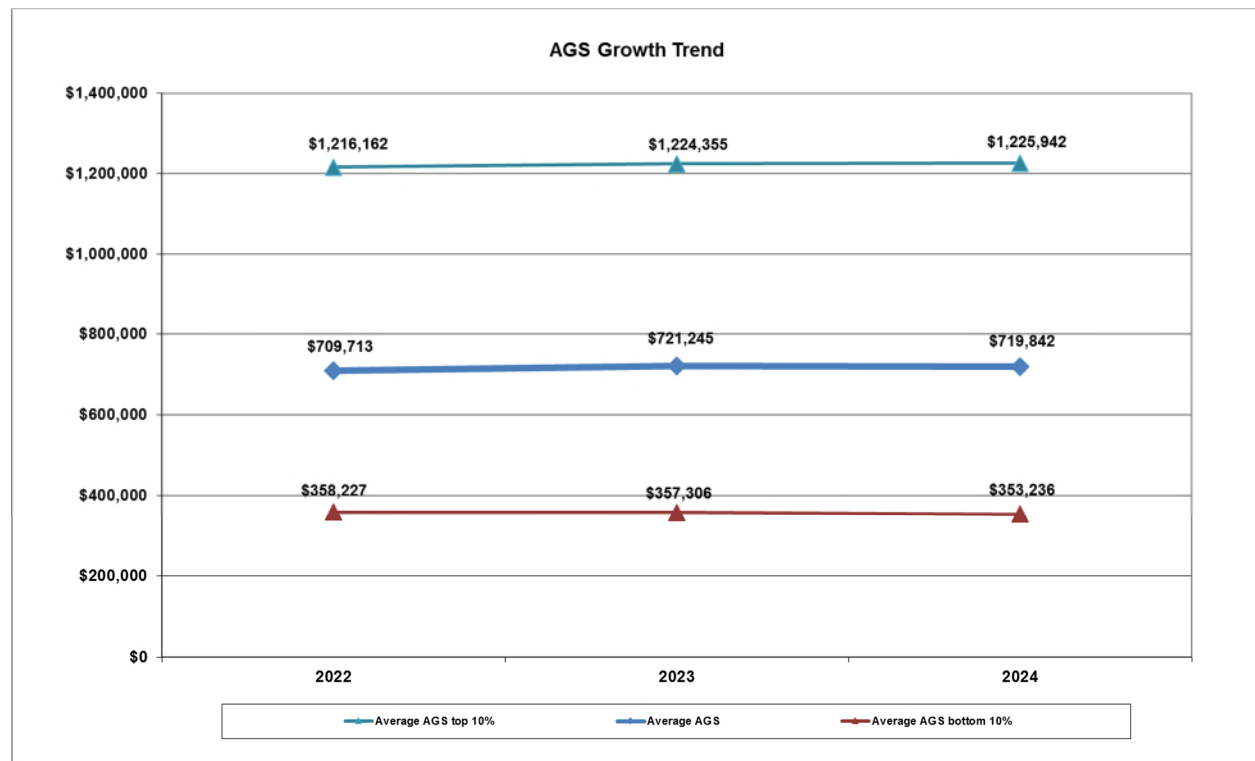
- (1) the actual, average, annual adjusted gross sales (defined below) and the actual, median, annual adjusted gross sales during each of the 2024, 2023, and 2022 full calendar years of all franchised The UPS Store® Centers in the United States that (i) operated at “Traditional” sites (Item 1 distinguishes between “Traditional” and “Non-Traditional” sites), (ii) were in operation during the entire 2024, 2023, or 2022 calendar years (and reported their gross sales during the entire year), (iii) were in operation as of January 1 of the 2024, 2023, or 2022 calendar years and then operated until at least sometime in December of that calendar year (and reported their gross sales for the entire timeframe during which they operated), and (iv) opened sometime during January of the 2024, 2023, or 2022 calendar years and then operated until at least sometime in December of that calendar year (and reported their gross sales for the entire timeframe during which they operated); and
- (2) as a component of that system-wide adjusted gross sales information, the actual, average, annual adjusted gross sales and the actual, median, annual adjusted gross sales during each of the 2024, 2023, and 2022 full calendar years of the top-performing and bottom-performing (in terms of adjusted gross sales) 10% of the franchised The UPS Store® Centers in the United States that (i) operated at Traditional sites, (ii) were in operation during the entire 2024, 2023, or 2022 calendar years (and reported their gross sales during the entire year), (iii) were in operation as of January 1 of the 2024, 2023, or 2022 calendar years and then operated until at least sometime in December of that calendar year (and reported their gross sales for the entire timeframe during which they operated), and (iv) opened sometime during January of the 2024, 2023, or 2022 calendar years and then operated until at least sometime in December of that calendar year (and reported their gross sales for the entire timeframe during which they operated).

A franchised The UPS Store® Center's adjusted gross sales in a particular year are included in the calculation of the system-wide average and median adjusted gross sales during the 2024, 2023, or 2022 calendar years (subject to the qualifiers in 1(i) through (iv) and 2(i) through (iv) above) even if (i) that Center's ownership changed during the calendar year or (ii) the Center did not operate during one or both of the other calendar years represented in this historical financial performance representation.

Note: TUPSS has not independently audited this information.

| Year | Total # of Centers | Average Adjusted Gross Sales ("AGS") for All Centers* | Median AGS for All Centers | Average AGS for Top 10% of Centers* | Average AGS for Bottom 10% of Centers* | Top 10% of Centers | | | Bottom 10% of Centers | | |
|------|--------------------|---|----------------------------|-------------------------------------|--|-------------------------------|------------------------------|------------------------------|-------------------------------|------------------------------|------------------------------|
| | | | | | | Highest AGS for These Centers | Lowest AGS for These Centers | Median AGS for These Centers | Highest AGS for These Centers | Lowest AGS for These Centers | Median AGS for These Centers |
| 2024 | 4,931 | \$719,842 | \$686,743 | \$1,225,942 | \$353,236 | \$2,453,930 | \$1,046,788 | \$1,171,687 | \$436,215 | \$85,284 | \$372,216 |
| 2023 | 4,825 | \$721,245 | \$691,610 | \$1,224,355 | \$357,306 | \$2,599,032 | \$1,039,146 | \$1,166,349 | \$435,904 | \$68,027 | \$371,853 |
| 2022 | 4,733 | \$709,713 | \$676,569 | \$1,216,162 | \$358,227 | \$2,932,748 | \$1,022,868 | \$1,155,745 | \$432,122 | \$146,580 | \$375,380 |

*The number and percentage of Centers exceeding these average adjusted gross sales groupings are provided below in the narrative discussion.



System-Wide Performance During 2024, 2023, and 2022

(a) The actual 2024 average adjusted gross sales of all franchised Traditional The UPS Store® Centers in the United States that were in operation and reported gross sales from January 2024 until December 2024 (the “**2024 Year**”) were \$719,842. Of the 4,931 total franchised Traditional The UPS Store® Centers in operation and reporting gross sales during the 2024 Year, the adjusted gross sales of 2,199 Centers (45%) exceeded this average.

(b) The actual 2023 average adjusted gross sales of all franchised Traditional The UPS Store® Centers in the United States that were in operation and reported gross sales from January 2023 until December 2023 (the “**2023 Year**”) were \$721,245. Of the 4,825 total franchised Traditional The UPS Store® Centers in operation and reporting gross sales during the 2023 Year, the adjusted gross sales of 2,161 Centers (45%) exceeded this average.

(c) The actual 2022 average adjusted gross sales of all franchised Traditional The UPS Store® Centers in the United States that were in operation and reported gross sales from January 2022 until December 2022 (the “**2022 Year**”) were \$709,713. Of the 4,733 total franchised Traditional The UPS Store® Centers in operation and reporting gross sales during the 2022 Year, the adjusted gross sales of 2,101 Centers (44%) exceeded this average.

“**Adjusted gross sales**” (for purposes of computing the system-wide averages and medians) are defined as a franchisee’s total “gross sales” (not including sales taxes collected from customers), plus “gross commissions” earned, less certain permitted “exclusions.”

- ◆ The term “**Gross Sales**” currently is defined in our Franchise Agreement as the total of all revenue derived from products and/or services sold by or through a Center during the franchise term, whether evidenced by cash, services, credit, property, barter, electronic funds transfer, or other means of exchange, and whether or not the products and/or services are sold in any other Center, including: (a) revenue from sales of any nature or kind whatsoever derived by a franchisee or by any other person or entity (including a franchisee’s affiliates) from the Center; (b) sales of products and/or services in violation of the Franchise Agreement at locations other than the franchisee’s permitted location (including a permitted Kiosk); (c) the proceeds of any business interruption insurance after satisfying any applicable deductible; (d) sales from vending devices, including pay telephones; (e) mail or telephone orders received or filled in or from the Center; (f) orders taken in or from the Center although filled elsewhere; (g) proceeds from insurance payments for theft of revenue if revenue was not previously reported on royalty reports; and (h) revenue received by a franchisee on account of its participation or involvement, whether mandatory or voluntary, in an E-Offering (including the Online Printing Program), irrespective of the particular products, services, or support actually made available by the franchisee in the E-Offering. Gross Sales includes UPS shipping costs that a franchisee receives from its customers.
- ◆ The term “**Gross Commissions**” currently is defined in our Franchise Agreement as the total amount of all commissions actually earned by a franchisee during the franchise term on account of those transactions occurring at the Center in which the franchisee acts as agent for certain vendors or service providers specified in the Manuals, for example, UPS Drop-Off Program compensation.
- ◆ Examples of permitted “**exclusions**” are Counter Manifest System Processing Fees and deposits toward products to be sold or services to be rendered.

Average annual adjusted gross sales are calculated by dividing total adjusted gross sales during the particular year for all franchised Traditional The UPS Store® Centers in the United States that were—subject to the qualifiers in 1(i) through (iv) and 2(i) through (iv) at the beginning of this Item 19—in operation during that year (and reported their gross sales for the entire timeframe during which they operated) by the number of franchised Traditional The UPS Store® Centers that were in operation during the timeframes described in 1(i) through (iv) and 2(i) through (iv) at the beginning of this Item 19 (and reported their gross sales for the entire timeframe during which they operated). These averages do not include the adjusted gross sales of 199, 195, and 187 franchised Traditional The UPS Store® Centers that were in operation in the United States but did not operate during the specified portions of the 2024 Year, 2023 Year, or 2022 Year, respectively (and/or who did not report their gross sales for the entire timeframe

during which they operated). Median annual adjusted gross sales are calculated by examining the total number of adjusted gross sales data points for all franchised Traditional The UPS Store® Centers in the United States that were—subject to the qualifiers in 1(i) through (iv) and 2(i) through (iv) at the beginning of this Item 19—in operation during that year (and reported their gross sales for the entire timeframe during which they operated) and identifying the middle adjusted gross sales data point.

As noted above, franchised The UPS Store® Centers whose annual average adjusted gross sales and annual median adjusted gross sales are included in the calculation reported above are located only at Traditional sites. Traditional sites are highly visible locations in strip shopping centers or high foot-traffic downtown areas in urban, suburban, and rural markets. We offer franchises for Centers at Non-Traditional sites under our Non-Traditional FDD. The characteristics of Non-Traditional sites vary significantly. We included in this financial performance representation the results of only Traditional The UPS Store® Centers because the Traditional site model is the only Center model we offer under this disclosure document. We excluded from this financial performance representation 266, 250, and 247 franchised Non-Traditional The UPS Store® Centers for the 2024 Year, 2023 Year, and 2022 Year, respectively.

Performance of Top 10% and Bottom 10% of All Franchised Traditional The UPS Store® Centers During 2024, 2023, and 2022

(a) Of the 4,931 total franchised Traditional The UPS Store® Centers in operation and reporting their gross sales during the 2024 Year, the top-performing 10% of these Centers (493 total Centers) had average annual adjusted gross sales during the 2024 Year of \$1,225,942. Of these 493 The UPS Store® Centers, the annual adjusted gross sales of 187 Centers (38%) exceeded this average. Of the 4,931 total franchised Traditional The UPS Store® Centers in operation and reporting their gross sales during the 2024 Year, the bottom-performing 10% of these Centers (493 total Centers) had average annual adjusted gross sales during the 2024 Year of \$353,236. Of these 493 The UPS Store® Centers, the annual adjusted gross sales of 297 Centers (60%) exceeded this average.

(b) Of the 4,825 total franchised Traditional The UPS Store® Centers in operation and reporting their gross sales during the 2023 Year, the top-performing 10% of these Centers (483 total Centers) had average annual adjusted gross sales during the 2023 Year of \$1,224,355. Of these 483 The UPS Store® Centers, the annual adjusted gross sales of 179 Centers (37%) exceeded this average. Of the 4,825 total franchised Traditional The UPS Store® Centers in operation and reporting their gross sales during the 2023 Year, the bottom-performing 10% of these Centers (483 total Centers) had average annual adjusted gross sales during the 2023 Year of \$357,306. Of these 483 The UPS Store® Centers, the annual adjusted gross sales of 282 Centers (58%) exceeded this average.

(c) Of the 4,733 total franchised Traditional The UPS Store® Centers in operation and reporting their gross sales during the 2022 Year, the top-performing 10% of these Centers (473 total Centers) had average annual adjusted gross sales during the 2022 Year of \$1,216,162. Of these 473 The UPS Store® Centers, the annual adjusted gross sales of 175 Centers (37%) exceeded this average. Of the 4,733 total franchised Traditional The UPS Store® Centers in operation and reporting their gross sales during the 2022 Year, the bottom-performing 10% of these Centers (473 total Centers) had average annual adjusted gross sales during the 2022 Year of \$358,227. Of these 473 The UPS Store® Centers, the annual adjusted gross sales of 286 Centers (60%) exceeded this average.

Commerce Ready Services (formerly known as the
Corporate Retail Solutions) (“CRS”) Program

Component of Centers’ Adjusted Gross Sales

CRS means a program designed to provide special product and service offerings and/or business terms to employees, customers, clients and/or guests of, and/or other end users of our system’s products and services located at, designated corporate or other clients of ours or UPS, including for-profit and not-for-profit corporations, associations, and other business organizations, government agencies, educational and other institutions, and administrative bodies. Franchised Centers must participate in all services and programs we make available to every client in the CRS Program and follow all CRS Program workflows and instructions—which may differ among individual clients—unless we designate a particular service or program for a particular CRS client as optional or limited to a particular set of Franchised Centers (which may be done for various reasons, including to serve a particular geographic region or due to the particular needs of a CRS client). The CRS Program component of a Center’s adjusted gross sales includes transactions for distinctive (1) products, services, and business term processes and (2) discount card programs.

Agreements with CRS clients may not contain guarantees of the number of transactions the client will process through The UPS Store® Centers over any particular period. Therefore, the number of CRS transactions your Center might process for any particular CRS client (e.g., Amazon consolidated returns transactions) could fluctuate up and down throughout the year based on the client’s needs or at the client’s discretion. While we strive to negotiate the best compensation rates with CRS clients, the compensation rates and margins for transactions performed by The UPS Store® Centers will vary among CRS clients and are subject to change. This means they might increase or decrease at any time depending on the client’s needs and what we are able to negotiate with the client. For example, effective May 2024, one large CRS client reduced the compensation rate it would pay going forward for certain transactions through The UPS Store® Centers.

Additional Explanatory Notes Applicable to All The UPS Store® Centers

All of the Centers whose adjusted gross sales are included in the averages and medians above are substantially similar to one another in terms of products and services offered and sold to the public. They also are substantially similar to The UPS Store® Centers we expect new franchisees to operate under new Franchise Agreements signed with us. We obtained the adjusted gross sales information for franchised The UPS Store® Centers from monthly royalty payments and reports received from franchisees. We have not independently audited that information.

Some The UPS Store® Centers have sold this amount. Your individual results may differ. There is no assurance that you will sell as much.

Written substantiation of all financial performance information presented in this Item 19 will be made available to you upon reasonable request. This financial performance representation was prepared without an audit. Prospective franchisees or sellers of franchises should be advised that no certified public accountant has audited these figures or expressed his/her opinion with regard to their contents or form.

The adjusted gross sales numbers reported above do not reflect costs of sales, operating expenses, or other costs or expenses that you must deduct from gross sales to obtain your net income or profit. A non-exclusive list of the types of expenses a franchisee might incur includes: (1) labor costs, including taxes and benefits; (2) shipping costs; (3) cost of goods sold; (4) advertising and marketing expenses; (5) rent, utilities, and common area maintenance and other charges to occupy the Center’s premises; (6) training costs; (7) costs of maintenance, insurance, security, and supplies; (8) royalties and other payments due to us; (9) debt

service; (10) professional fees; and (11) taxes. You might incur other costs, which will vary from Center to Center and in different market areas.

Other than the preceding financial performance representation, we do not make any financial performance representations. We also do not authorize our employees or representatives to make any such representations either orally or in writing. If you are purchasing an existing outlet, however, we may provide you with the actual records of that outlet. If you receive any other financial performance information or projections of your future income, you should report it to the franchisor's management by contacting Stephen Chambers, The UPS Store, Inc., 6060 Cornerstone Court West, San Diego, California 92121 (*through October 14, 2025*) or 9350 Waxie Way, Suite 520, San Diego, California 92123 (*beginning October 15, 2025*), (858) 455-8970, the Federal Trade Commission, and the appropriate state regulatory agencies.

ITEM 20 OUTLETS AND FRANCHISEE INFORMATION

All year-end numbers appearing in the tables below are as of December 31 in each year. The tables below list all Centers in our system, regardless of the type of site at which they operate.

Table No. 1

Systemwide Outlet Summary For years 2022 to 2024

| Column 1 Outlet Type | Column 2 Year | Column 3 Outlets at the Start of the Year | Column 4 Outlets at the End of the Year | Column 5 Net Change |
|-------------------------|------------------|---|---|------------------------|
| Franchised | 2022 | 5,037 | 5,138 | +101 |
| | 2023 | 5,138 | 5,232 | +94 |
| | 2024 | 5,232 | 5,350 | +118 |
| Company-Owned | 2022 | 0 | 2 | +2 |
| | 2023 | 2 | 2 | 0 |
| | 2024 | 2 | 15 | +13 |
| Total Outlets | 2022 | 5,037 | 5,140 | +103 |
| | 2023 | 5,140 | 5,234 | +94 |
| | 2024 | 5,234 | 5,365 | +131 |

Table No. 2

Transfers of Outlets from Franchisees to New Owners (other than the Franchisor) For years 2022 to 2024

| Column 1 State | Column 2 Year | Column 3 Number of Transfers |
|-------------------|------------------|---------------------------------|
| Alabama | 2022 | 7 |
| | 2023 | 4 |
| | 2024 | 3 |